

WHAT IS CLAIMED IS:

1. A radio broadcast system for coordinating the inclusion of
5 supplemental materials with a radio program broadcast via the Internet, the radio
broadcast system comprising:

a radio broadcast system configured to generate and broadcast radio
broadcast materials to a plurality of listeners, the radio broadcast material being
divided into a plurality of segments;

10 an Internet broadcast service provider configured to receive the broadcast
radio broadcast materials and to rebroadcast the radio broadcast materials to a
user via the Internet for playback to a user;

a user terminal, configured to receive the rebroadcast signal from said
Internet broadcast service provider and to retrieve supplemental materials related
15 to said plurality of segments of said radio broadcast material;

a first server configured to receive program data identifying individual
ones of said plurality of segments, and to provide parameters for supplemental
materials associated with said identified segments to said user terminal; and

a second server configured to retrieve supplemental materials from one
20 or more databases, the retrieval based on said parameters from said first server,
and to provide said supplemental materials to said user terminal, wherein said
user terminal is configured to play said supplemental materials in conjunction
with the radio broadcast material.

25 2. The system of claim 1, wherein said first server is configured to
receive said program data from said radio broadcast system.

3. The system of claim 2, wherein said program data includes scheduling information for said plurality of segments, and wherein said first server is configured to retrieve said parameters for said supplemental materials and provide said parameters to said user terminal based on said scheduling
5 information.

4. The system of claim 1, wherein said first server is configured to receive said program data from said user terminal.

10 5. The system of claim 1, wherein said parameters for said supplemental materials comprise one or more URLs identifying a location or locations of said supplemental materials on the Internet.

15 6. The system of claim 1, wherein said supplemental materials can include at least one of the group of an image, a video clip, an audio clip, a text file, an html file, and a data file.

20 7. The system of claim 1, wherein said program data can include at least one of the group of a cut number, a cut category, a cut duration and a station ID.

25 8. The system of claim 1, wherein said parameters for said supplemental materials are identified based on a combination of a cut number and a station ID.

9. A broadcast material delivery system for coordinating the inclusion of supplemental materials with the broadcast material, the broadcast material delivery system comprising:

a broadcast system configured to deliver the broadcast materials to a plurality of users, the broadcast material being divided into a plurality of segments;

5 a user terminal, configured to receive the broadcast material from said broadcast system and to retrieve supplemental materials related to said plurality of segments of said broadcast material;

a first server configured to receive data identifying said plurality of segments, and to provide parameters for supplemental materials associated with said segments to said user terminal; and

10 a second server configured to retrieve supplemental materials from one or more databases, the retrieval based on said parameters from said first server, and to provide said supplemental materials to said user terminal, wherein said user terminal is configured to play said supplemental materials in conjunction with the broadcast material.

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10. The system of claim 9, wherein said first server is configured to receive said program data from said broadcast system.

11. The system of claim 10, wherein said data includes scheduling
20 information for said plurality of segments, and wherein said first server is configured to retrieve said parameters for said supplemental materials and provide said parameters to said user terminal based on said scheduling information.

25 12. The system of claim 9, wherein said first server is configured to receive said data from said user terminal.

13. The system of claim 9, wherein said parameters for said supplemental materials comprise one or more URLs identifying a location or locations of said supplemental materials on the Internet.

5 14. The system of claim 9, wherein said supplemental materials can include at least one of the group of an image, a video clip, an audio clip, a text file, an html file, and a data file.

10 15. The system of claim 9, wherein said program data can include at least one of the group of a segment number, a segment category, a segment duration and a broadcast provider identification.

15 16. The system of claim 9, wherein said parameters for said supplemental materials are identified based on a combination of a segment number and a broadcast provider identification.

17. A radio broadcast method for coordinating the inclusion of supplemental materials with a radio broadcast material broadcast, the radio broadcast method comprising:

20 broadcasting radio broadcast material to a plurality of listeners, the radio broadcast material being divided into a plurality of segments;

receiving the broadcast broadcast material at a user terminal;

providing program data to a first server, said program data identifying individual ones of said plurality of segments, wherein said first server uses said
25 program data to retrieve one or more parameters for supplemental materials associated with said identified segments, and to provide said one or more parameters to said user terminal; and

providing said parameters to a second server, wherein said parameters are used by said second server to retrieve one or more supplemental materials from one or more databases, and wherein said second server provides said supplemental materials to said user terminal,

5 playing said supplemental materials received from said second server in conjunction with the radio broadcast material.

18. The method of claim 17, wherein said broadcasting comprises broadcasting the radio broadcast material to a plurality of listeners via the
10 Internet.

19. The method of claim 17, further comprising the step of encoding the broadcast signal to include said broadcast material and said program data.

15 20. The method of claim 17, wherein said first server is configured to receive said program data from said user terminal.

21. The method of claim 17, further comprising broadcasting said program data to said first server from the broadcast material provider.

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22. The method of claim 17, wherein said program data includes scheduling information for said plurality of segments, and wherein said first server retrieves said parameters for said supplemental materials and provides said parameters to said user terminal based on said scheduling information.

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23. The method of claim 17, wherein said parameters for said supplemental materials comprise one or more URLs identifying a location or locations of said supplemental materials on the Internet.

24. The method of claim 17, wherein said supplemental materials can include at least one of the group of an image, a video clip, an audio clip, a text file, an html file, and a data file.

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25. The method of claim 17, wherein said program data can include at least one of the group of a cut number, a cut category, a cut duration and a station ID.

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26. The method of claim 17, wherein said parameters for said supplemental materials are identified based on a combination of a cut number and a station ID.

27. A broadcast material delivery method for coordinating the inclusion of supplemental materials with the broadcast material, the broadcast material delivery method comprising:

a broadcaster broadcasting the broadcast materials to a plurality of users, the broadcast material being divided into a plurality of segments;

receiving the broadcast material from said broadcaster and retrieving supplemental materials related to said plurality of segments of said broadcast material;

receiving at a first server data identifying said plurality of segments, and said first server providing parameters for supplemental materials associated with said segments to said user terminal; and

retrieving by a second server supplemental materials from one or more databases, the retrieval based on said parameters from said first server, and said second server providing said supplemental materials to said user terminal,

wherein said user terminal is configured to play said supplemental materials in conjunction with the broadcast material.

28. The method of claim 27, wherein said data includes scheduling
5 information for said plurality of segments, and wherein said first server is configured to retrieve said parameters for said supplemental materials and provide said parameters to said user terminal based on said scheduling information.

10 29. The method of claim 27, wherein said first server is configured to receive said data from said user terminal.

30. The method of claim 27, wherein said parameters for said
15 supplemental materials comprise one or more URLs identifying a location or locations of said supplemental materials on the Internet.

31. The method of claim 27, wherein said supplemental materials can
include at least one of the group of an image, a video clip, an audio clip, a text file, an html file, and a data file.

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32. The method of claim 27, wherein said program data can include
at least one of the group of a segment number, a segment category, a segment duration and a broadcast provider identification.

25 33. The method of claim 27, wherein said parameters for said supplemental materials are identified based on a combination of a segment number and a broadcast provider identification.

34. A broadcast material delivery system for coordinating the inclusion of supplemental materials with the broadcast material, the broadcast material delivery system comprising:

5 a broadcast system configured to deliver the broadcast materials to a plurality of users, the broadcast material being divided into a plurality of segments;

a user terminal, configured to receive the broadcast material from said broadcast system and to retrieve supplemental materials related to said plurality of segments of said broadcast material; and

10 a server configured to receive data identifying said plurality of segments, and to provide supplemental materials associated with said segments to said user terminal.

35. The system of claim 34, wherein said server is configured to
15 receive said program data from said broadcast system.

36. The system of claim 34, wherein said data includes scheduling information for said plurality of segments, and wherein said server is configured to retrieve said parameters for said supplemental materials and provide said
20 parameters to said user terminal based on said scheduling information.

37. The system of claim 34, wherein said server is configured to receive said data from said user terminal.

25 38. The system of claim 34, wherein said parameters for said supplemental materials comprise one or more URLs identifying a location or locations of said supplemental materials on the Internet.

39. The system of claim 34, wherein said supplemental materials can include at least one of the group of an image, a video clip, an audio clip, a text file, an html file, and a data file.

5 40. The system of claim 34, wherein said program data can include at least one of the group of a segment number, a segment category, a segment duration and a broadcast provider identification.

10 41. The system of claim 34, wherein said parameters for said supplemental materials are identified based on a combination of a segment number and a broadcast provider identification.

15 42. The system of claim 34, wherein said server comprises:
a first server configured to receive data identifying said plurality of segments, and to provide parameters for supplemental materials associated with said segments to said user terminal; and
a second server configured to retrieve supplemental materials from one or more databases, the retrieval based on said parameters from said first server, and to provide said supplemental materials to said user terminal, wherein said
20 user terminal is configured to play said supplemental materials in conjunction with the broadcast material.

25 43. A broadcast material delivery method for coordinating the inclusion of supplemental materials with the broadcast material, the broadcast material delivery method comprising:

a broadcaster broadcasting the broadcast materials to a plurality of users, the broadcast material being divided into a plurality of segments;

receiving the broadcast material from said broadcaster and retrieving supplemental materials related to said plurality of segments of said broadcast material;

5 playing said supplemental materials in conjunction with the broadcast material.

44. The method of claim 43, wherein said retrieving comprises:
accessing a first server, to retrieve parameters for supplemental materials associated with said segments; and
10 accessing a second server to retrieve supplemental materials from one or more databases, the retrieval based on said parameters from said first server.

45. The method of claim 43, wherein said retrieving comprises
accessing a server to retrieve supplemental materials from one or more databases,
15 the retrieval based on program data relating to a segment of the broadcast material.

46. The method of claim 44, wherein said first server is configured to receive said data from said user terminal.
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47. The method of claim 44, wherein said parameters for said supplemental materials comprise one or more URLs identifying a location or locations of said supplemental materials on the Internet.

25 48. A program storage device, readable by one or more machines, tangibly embodying a program of instructions executable by the machines to perform method steps for coordinating the inclusion of supplemental materials with broadcast material, said method steps comprising the steps of :

broadcasting broadcast material to a plurality of users, the broadcast material including a plurality of segments;

receiving the broadcast broadcast material and retrieving supplemental materials related to said plurality of segments of said broadcast material;

5 receiving at a first server data identifying said plurality of segments, and said first server providing parameters for supplemental materials associated with said segments to said user terminal; and

retrieving by a second server supplemental materials from one or more databases, the retrieval based on said parameters from said first server, and said
10 second server providing said supplemental materials to said user terminal, wherein said user terminal is configured to play said supplemental materials in conjunction with the broadcast material.

49. A computer program product for use with a computer system, said
15 computer program product comprising:

a computer usable medium having computer readable program code means embodied in said medium for causing the computer system to coordinate the inclusion of supplemental materials with a broadcast broadcast material, said computer readable program code means comprising:

20 computer readable program code means for broadcasting broadcast material to a plurality of users, the broadcast material including a plurality of segments;

computer readable program code means for receiving the broadcast broadcast material and retrieving supplemental materials related to said plurality
25 of segments of said broadcast material;

computer readable program code means for retrieving supplemental materials related to said plurality of segments of said broadcast material; and

computer readable program code means for playing said supplemental materials in conjunction with the broadcast material.

50. A computer program product for use with a computer system, said
5 computer program product comprising:

a computer usable medium having computer readable program code means embodied in said medium for causing the computer system to coordinate the inclusion of supplemental materials with a broadcast material, said computer readable program code means comprising:

10 computer readable program code means for broadcasting broadcast material to a plurality of users, the broadcast material including a plurality of segments;

computer readable program code means for receiving the broadcast broadcast material and retrieving supplemental materials related to said plurality
15 of segments of said broadcast material;

computer readable program code means for receiving at a first server data identifying said plurality of segments, and said first server providing parameters for supplemental materials associated with said segments to said user terminal; and

20 computer readable program code means for retrieving by a second server supplemental materials from one or more databases, the retrieval based on said parameters from said first server, and said second server providing said supplemental materials to said user terminal, wherein said user terminal is configured to play said supplemental materials in conjunction with the broadcast
25 material.

51. A program storage device, readable by one or more machines, tangibly embodying a program of instructions executable by the machines to

perform method steps for coordinating the inclusion of supplemental materials with a broadcast material, said method steps comprising the steps of:

broadcasting broadcast material to a plurality of users, the broadcast material including a plurality of segments;

5 receiving the broadcast broadcast material and retrieving supplemental materials related to said plurality of segments of said broadcast material;

retrieving supplemental materials related to said plurality of segments of said broadcast material; and

playing said supplemental materials in conjunction with the broadcast
10 material.

52. A broadcast material delivery method for coordinating the inclusion of supplemental materials with broadcast material, the broadcast material delivery method comprising:

15 receiving the broadcast material from a broadcaster;

broadcasting the broadcast material received from said broadcaster to a plurality of users, the broadcast material being divided into a plurality of segments; and

broadcasting a plurality of program data items in conjunction with said
20 plurality of segments;

wherein said plurality of segments enable a user terminal to retrieve and play supplemental information in coordination with said segments of said broadcast material.

25 53. The broadcast material delivery method of claim 51, further comprising encoding the segments and the data items in the data stream broadcast to said plurality of users.

54. A program storage device, readable by one or more machines, tangibly embodying a program of instructions executable by the machines to perform method steps for coordinating the inclusion of supplemental materials
5 with a broadcast material, said method steps comprising the steps of:

receiving the broadcast material from a broadcaster;

broadcasting the broadcast material received from said broadcaster to a plurality of users, the broadcast material being divided into a plurality of segments; and

10 broadcasting a plurality of program data items in conjunction with said plurality of segments;

wherein said plurality of segments enable a user terminal to retrieve and play supplemental information in coordination with said segments of said broadcast material.

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55. The program storage device of claim 54, wherein said method further comprises encoding the segments and the data items in the data stream broadcast to said plurality of users.